

GRAVES INC.



TOMMY HAVE THE COMPUTER
DESIGN US A BRAND NEW
CORPORATE LOGO!



TELL IT TO
COME UP WITH
EASILY RECOGNIZABLE
SYMBOLS THAT
EVERYONE CAN
RELATE TO...



AND USE
THE SYMBOLS TO
REPRESENT THE
VERY ESSENCE
OF GRAVES, INC.!



NO PROBLEM, SIR -
I'LL NEED THAT INFO
INTO THE
COMPUTER...



HERE COMES
THE WHOLE
MORR, SIR -



MMMM

MMMM...

Graves, Inc.

THE BUSINESS WORLD
IS TREACHEROUS, SON.



MANY TIMES YOU WILL
BE TEMPTED TO
COMPROMISE YOUR
CHARACTER, IN RETURN
FOR PERSONAL GAIN.



BUT REMEMBER
THIS, SON...



By Pat Brady

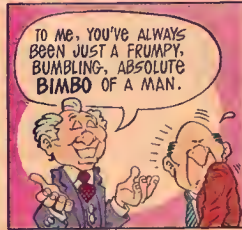
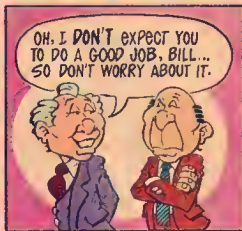
A GOOD MAN NEVER
LETS HIS GREED
STAND IN THE WAY
OF HIS EGOTISM!



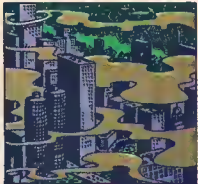
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JIM - BEST WISHES PAT BRADY

GRAVES INC.



GRAVES INC.



GRAVES INC.



OUR NEW PRODUCT LINE
NEEDS A DYNAMIC
ADVERTISING CAMPAIGN!



WE WANT A BRISK
HIGH FASHION LOOK,
WITH A CATCHY SLOGAN!



THE WHOLE IMAGE SHOULD
BE YOUTHFUL AND BOLD,
WITH ELEGANT PIZZAZZ!



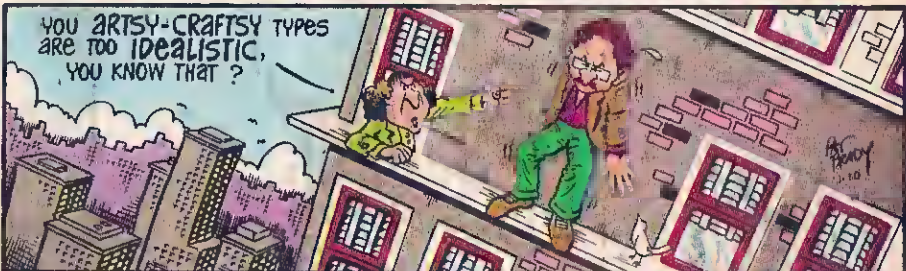
WHAT EXACTLY IS
THE NEW PRODUCT ?



HOG
SLOP.



YOU ARTSY-CRAFTSY TYPES
ARE TOO IDEALISTIC,
YOU KNOW THAT ?



I WANT AN EMPLOYEE
WHO KNOWS HIS
BACKSIDE FROM A
HOLE IN THE GROUND.

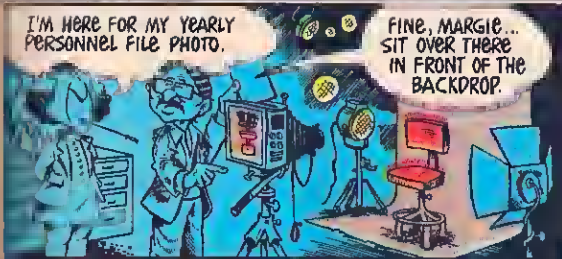
WHAT? HEY,
LOOK, WE'RE
GOOD, BUT...



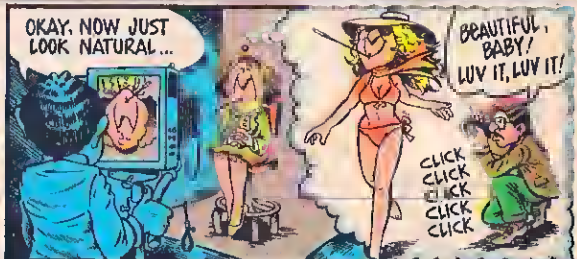
GRAVES INC.



I'M HERE FOR MY YEARLY PERSONNEL FILE PHOTO.

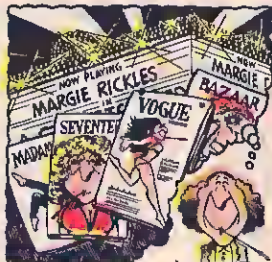


OKAY, NOW JUST LOOK NATURAL...



DYNAMITE, DOLL! TERRIFIC!

CLICK
CLICK
CLICK
CLICK
CLICK



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GOT IT. THAT'LL DO.



YOU'RE FIRED.



Graves, Inc.tm





PAT
BRADY
11-30

Graves, Inc.TM

By Pat Brady

PRETTY SOON THE
ARABS AND JAPANESE
WILL CONTROL EVERY
FACET OF BUSINESS!

PERHAPS WE
SHOULD HIRE A
CONSULTANT TO
FIND A SOLUTION,
SIR.

GOOD IDEA, BILL!
GET THE BEST
CONSULTANT
IN THE NATION!

THAT'D BE
ABDUL
YAMAJOTO,
SIR.

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